To: 1200 - New York Region (SCULLYA), Young, Mark, Orourke, Rory
From: S=LaBrecque; G=Mark; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 2/24/98 16:18
Opened: 2/25/98 8:35
Subject: FW: Test of Salem Cigar

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note
From: LaBrecque, Mark P.
To: Orourke, Rory <ROM> 1210
Young, Mark <RSM> 1200
1200 - New York Region
Cc: Snipes, Bryan K.
O'Connor, Lori M.
Subject: FW: Test of Salem Cigar
Date: 1998-02-24 16:18
Priority: 3
Message ID: CA54E11A2BADD1119FCE00805FE5605F
Conversation ID: Test of Salem Cigar
Attachments:
SALEM.DOC

Rory and Mark,
I sent you an overnight package with memo and options for cigar selling sheet, including a hard copy of this file. Rory, I thought you might want to check the output quality on your PC. Bryan Snipes pulled this together for Lori and me. Let us know what you think. Thanks.

-----Original Message-----
From: Snipes, Bryan K.
Sent: Tuesday, February 24, 1998 3:06 PM
To: LaBrecque, Mark P.
Subject: Test of Salem Cigar

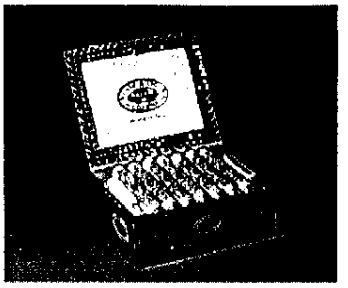
[[SALEM.DOC : 5396 In SALEM.DOC]]

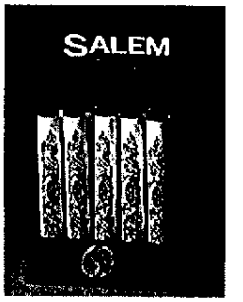
CC: S=O'Connor; G=Lori; I=M.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Snipes; G=Bryan; I=K.; O=msmail; P=rjrt; A=rjrx400; C=us

51851 5216

Source: https://www.industrydocuments.ucsf.edu/docs/tzpn0000

Direct Account Name





Introducing SALEM Cigars with natural menthol. Lightly flavored with menthol for a smoother aftertaste and cooler smoking experience:

- A high quality corona-size cigar for menthol smokers
- 100% natural leaf wrapper
- Dominican, Honduran, and Italian filter
- Humidor tube keeps product fresh

Product Specifications

Case Dimensions	Weight	Boxes/Case	Tubes/Box	Units/Case
15.63"x12.64"x13.50"	25.5 lbs.	20	25	500

Product Codes

Case	Box	Tubes
7105274000	7105273000	7105272000

Program Details

- Timing: Available for order on 4/17/98

Case Quantity: _____ Display Quantity: _____

Pricing Details

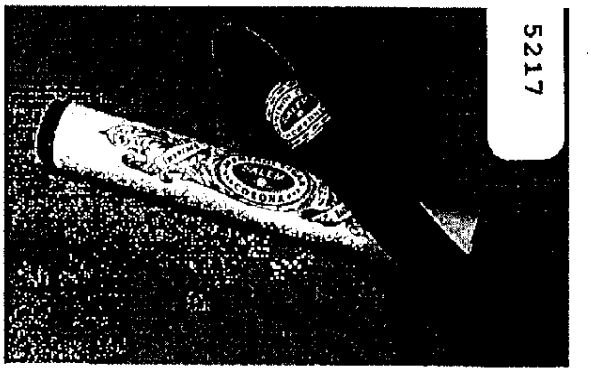
Invoice Description: (Eric Stewart to provide)

Pricing: $825/case

Terms: Standard 3.50%, .5% EFT

Additional allowances:

Per store: $3.00 display allowance to retailer
Per store: $3.00 incentive to Jobber SR
Per box: $1.00 introductory allowance



51851 5217

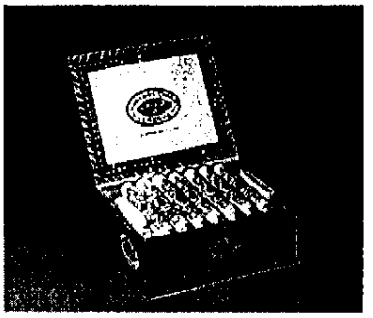
- EFT Amount: _____

If there are any problems with this promotion, please contact your RJR Representative:

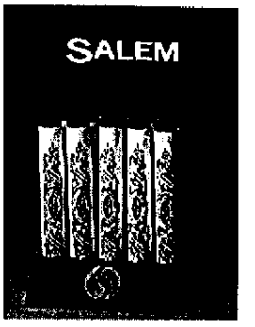
_____, VoiceMail #: _____

Source: https://www.industrydocuments.ucsf.edu/docs/tzpn0000

Direct Account Name



MENTHOL CIGAR
SALEM
CORONA



Introducing SALEM Cigars with natural menthol. L:ightly flavored with menthol for a smoother aftertaste and cooler smoking experience:

- A high quality corona-size cigar for menthol smokers
- 100% natural leaf wrapper
- Dominican, Honduran, and Italian filter
- Humidor tube keeps product fresh

Product Configuration: 25 cigars per box, each cigar in individual tube

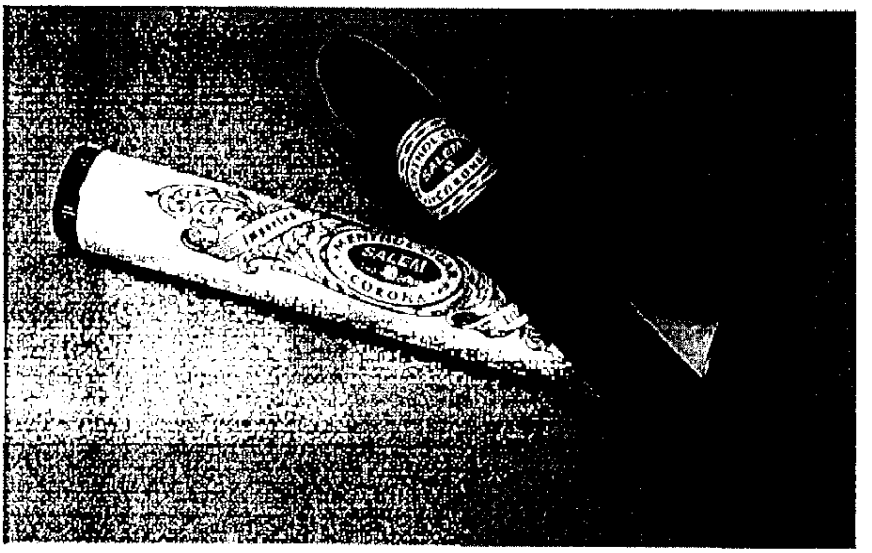
Program Details:

- Timing: Shipped week of 4/20/98
- Quantity:

  # of Boxes: _____ # of Salable Units: _____
- Number of Boxes Billed For: _____
- Display: Holds 15 cigars, free-standing or lock onto SALEM Display
- Promotional Allowances:

  Display Allowance _____

  Introductory Box Allowance _____



51851 5218

Source: https://www.industrydocuments.ucsf.edu/docs/tzpn0000

51851 5219

Source: https://www.industrydocuments.ucsf.edu/docs/tzpn0000